



Samoa Bureau of Statistics

International Arrival Statistics

October 2022

Overview

MONTHLY HIGHLIGHTS:

In October 2022:

□ Total arrivals: 10,976

□ Total visitors: 7,171

□ Total Visitors:

NZ: 3,330 (46.4% of total visitors)

AUST: 1,559 (21.7% of total visitors)

AM. SAM: 635 (8.9% of total visitors)

USA: 612 (8.5% of total visitors)

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September 2022	All Arrivals	All Visitors
Number	10,976	7,171
Vist Friends/Relatives		2,860
Holiday & Vacation		2,349
Business/Conference		591

ISSUE #3

17TH JANUARY 2023

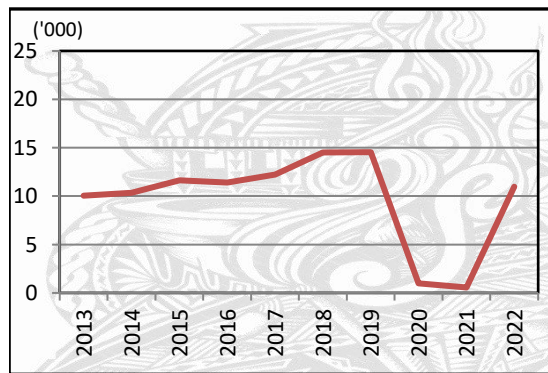
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **October 2022**, revealed an increase of 7.4 percent over the previous month and recorded a total of 10,976 arrivals.

Table 1 reveals that only 10,221 passengers arrived during the reference month. Those that travelled to Samoa by Air represented 93.9% while 6.1% was represented by those that travelled by Sea.

Fig 1 below graphically depicts the arrival numbers from October 2013 to October 2022, clearly showing the impact of Covid 19 on arrival numbers since the beginning of 2020, otherwise the numbers start to increase in 2022.

Fig. 1: October Total Arrivals, 2013 – 2022

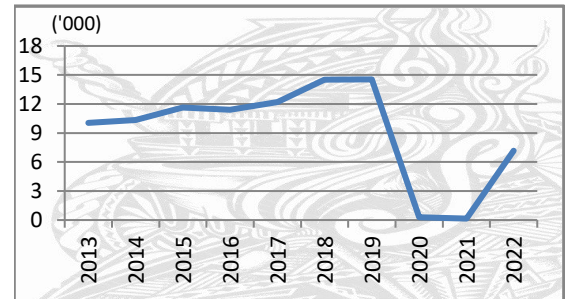


2. TOTAL VISITORS

Table 1 further reveals that 7,171 visitors entered our shores during the month under review revealed a decrease of 13.2 percent over the previous month. (Refer Fig. 2)

Fig 2 shows the visitor numbers from October 2013 to October 2022, also showing the impact of Covid 19 on visitor numbers since the beginning of 2020.

Fig. 2: October Total Visitors, 2013 – 2022



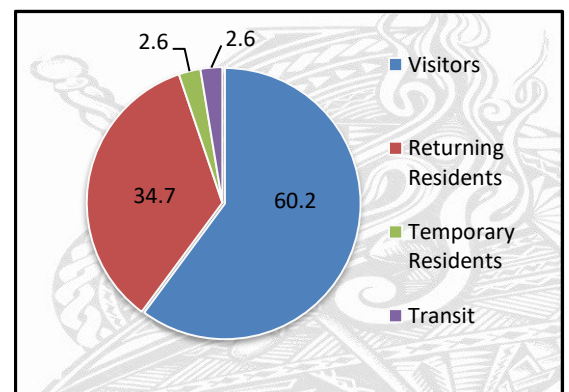
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 30.1 percent (3,300) represented by males and 30.1 percent (3,308) by females.

Male returning residents made up 22.6 percent (2,482) of total arrivals while their female counterpart made up 12.1 percent (1,323). (Refer Fig. 3)

The Appendix provide readers with a more detailed trend presentation of total arrival and visitors over the years.

Fig. 3: Total Arrivals, by Purpose of Entry, October 2022



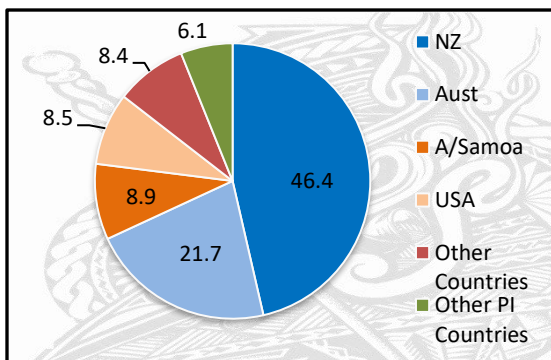
Overview cont'd

4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 46.4 percent of total visitors or 3,330 visitors. Australia followed next with a distant 21.7 percent share (1,559).

American Samoa represented 8.9 percent (635) while the United States of America represented 8.5 percent (612) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, October 2022

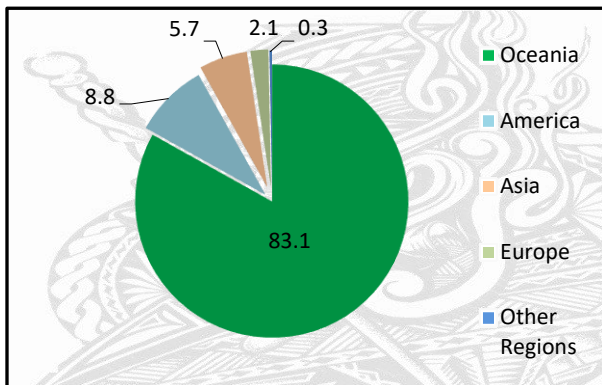


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 83.1 percent, followed by America with 8.8 percent.

Asia reported a share of 5.7 percent while Europe reported the least share of 2.1 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, October 2022



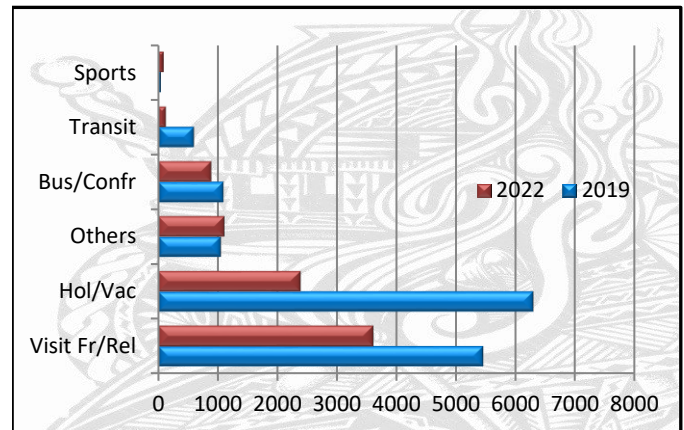
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 85.6 percent of all visitors visiting Samoa in October 2022.

The majority of visitors (39.9 percent) entered our shores to visit friends and relatives while 32.8 percent entered our shores for holiday and vacation.

Those who were here for Business/ Conference recorded a share of 8.2 percent while those on transit made up 3.9 percent. Fig.6 depicts total visitors by purpose of visit for October 2019 and October 2022.

Fig. 6: Total Visitors, by Purpose of Visit, October 2019 & October 2022

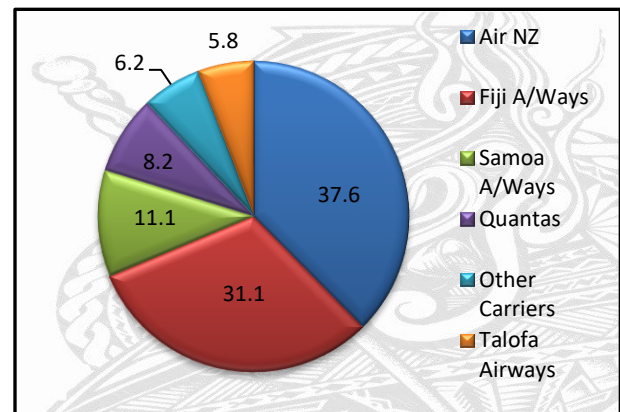


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 37.6 percent share, (4,123 passengers) followed by Fiji Airways with a 31.1 percent share (3,416 passengers).

Samoa Airways brought in 11.1 percent (1,213 passengers) of total arrivals while Quantas and Talofa Airways recorded shares of 8.2 percent (900) and 5.8 percent (639) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, October 2022

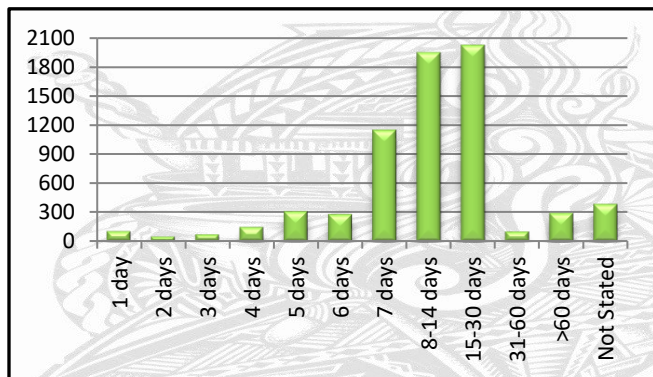


Overview cont'd

8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

As shown in Fig. 8 below, visitor's duration of stay in Samoa (Table 6) is between seven and thirty days.

Fig. 8: Total Visitors by Duration of Stay, October 2022



On the other hand, the majority of visitors (60.8 percent or 4,188 visitors) reported staying in private accommodations or with families/ relatives while 33.7 percent (2,321) stayed in hotel/ motel. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, October 2022

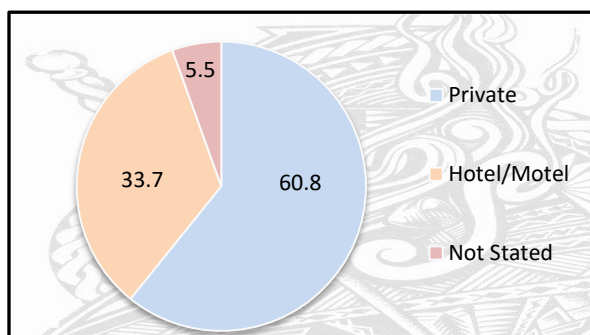
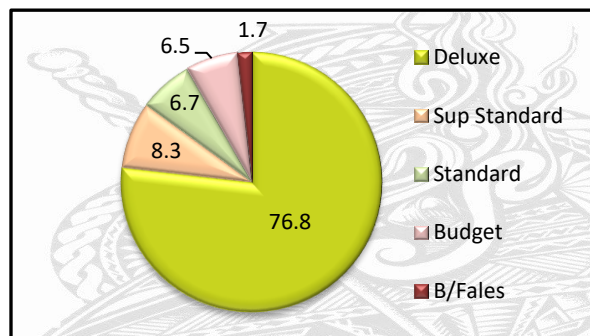


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,267) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, October 2022



BACKGROUND

The sourced documents for the compilation of International Arrival Statistics are the immigration arrival and departure card forms.

These forms are completed by all incoming and outgoing travelers at the two local points of entry namely:

- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)

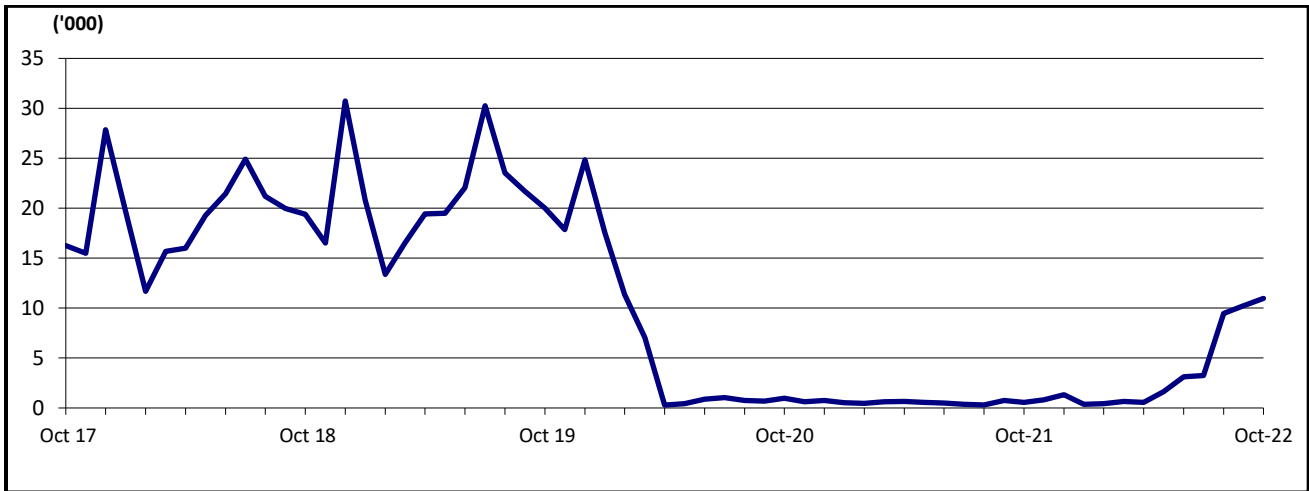
International Arrival Statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

It is envisaged that the Bureau will continue to produce the monthly International Arrivals Statistics on a regular basis, given that travel restrictions has now been completely removed. The migration report for the month of November will be released tentative.

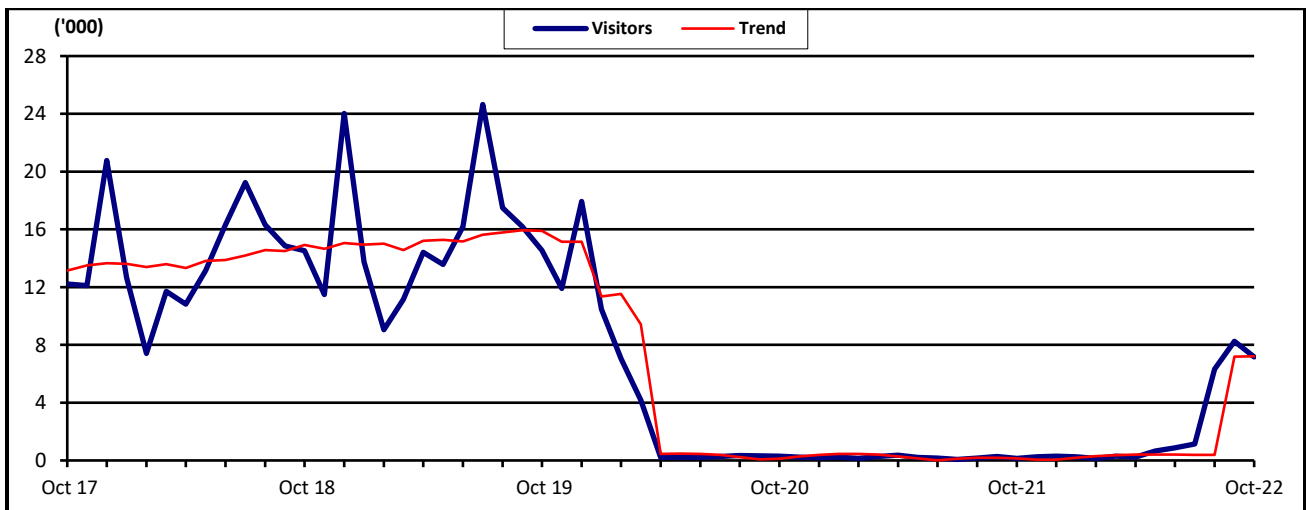
Leota Aliielua Salani
CHIEF EXECUTIVE OFFICER

APPENDIX

Graph 1: Monthly Total Arrivals, October 2017 – October 2022



Graph 2: Monthly Total Visitors, October 2017 – October 2022



Graph 3: Visitors Percentage Change over Previous month, October 2017 – October 2022

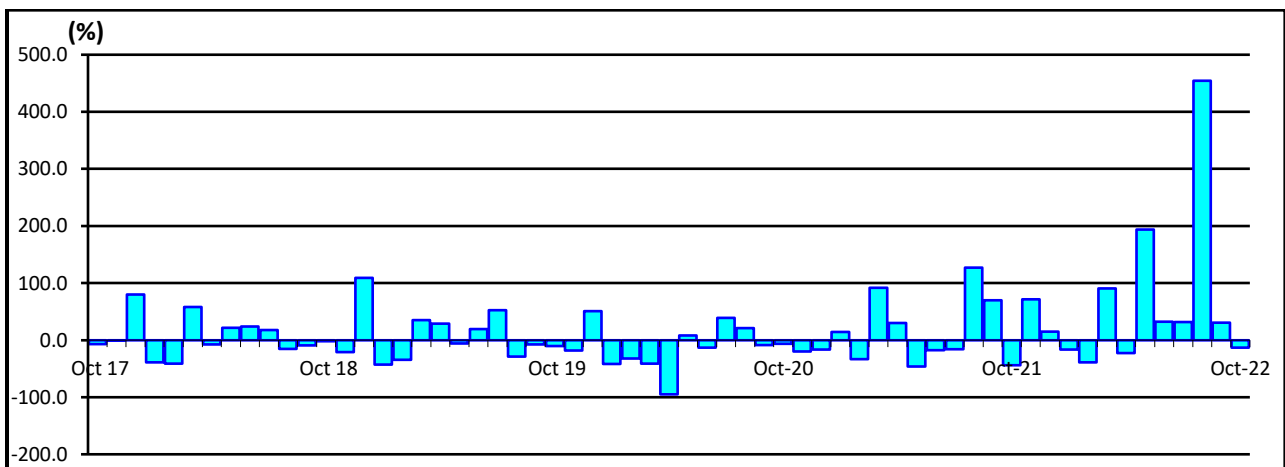


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2011 - 2022¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2011	124,706	2,898	127,604	159,660	5,738	165,398	163,605	6,216	169,821	-4,423
2012	131,945	2,749	134,694	167,211	5,509	172,720	167,842	6,297	174,139	-1,419
2013	122,171	2,502	124,673	157,542	5,335	162,877	162,333	5,885	168,218	-5,341
2014	128,623	3,172	131,795	166,075	7,638	173,713	170,742	8,275	179,017	-5,304
2015	135,012	4,031	139,043	176,782	8,248	185,030	181,343	8,867	190,210	-5,180
2016	140,288	5,801	146,089	186,810	10,586	197,396	193,759	9,955	203,714	-6,318
2017	153,468	4,047	157,515	204,105	8,135	212,240	210,827	9,228	220,055	-7,815
2018	167,651	4,845	172,496	227,487	9,019	236,506	210,595	8,361	240,549	-4,043
2019	173,920	6,938	180,858	239,437	10,534	249,971	248,499	9,835	258,334	-8,363
2020	20,520	3,463	23,983	38,086	4,287	42,373	36,471	3,937	50,582	-8,209
2021	1,096	1,495	2,591	5,011	2,452	7,463	8,614	1,462	12,994	-5,531
2020										
February	6,658	395	7,053	10,931	418	11,349	13,059	323	13,382	-2,033
March	3,712	452	4,164	6,543	514	7,057	7,668	341	8,009	-952
April	3	213	216	4	284	288	470	279	749	-461
May	4	230	234	166	270	436	410	278	688	-252
June	0	203	203	565	300	865	302	227	529	336
July	0	282	282	674	363	1,037	289	389	678	359
August	0	342	342	369	390	759	336	352	688	71
September	0	312	312	312	372	684	151	348	499	185
October	0	292	292	640	348	988	206	364	570	418
November	0	234	234	299	309	608	89	262	351	257
December	28	167	195	509	236	745	253	301	554	191
2021										
January	55	168	223	291	238	529	859	296	1,155	-626
February	34	114	148	278	192	470	502	144	646	-176
March	85	199	284	357	271	628	234	213	447	181
April	239	130	369	486	174	660	670	173	843	-183
May	44	154	198	334	236	570	419	164	583	-13
June	120	43	163	427	82	509	1,019	65	1,084	-575
July	59	11	70	255	103	358	589	116	705	-347
August	74	85	159	179	121	300	715	13	728	-428
September	45	225	270	377	369	746	798	300	1,098	-352
October	49	102	151	382	183	565	1,037	247	1,284	-719
November	98	161	259	567	244	811	1,999	172	2,171	-1,360
December	194	103	297	1,078	239	1,317	2,038	212	2,250	-933
2022										
January	107	141	248	191	180	371	1,015	198	1,213	-842
February	47	104	151	295	141	436	1,105	153	1,258	-822
March	142	146	288	459	211	670	2,218	162	2,380	-1,710
April	81	142	223	374	175	549	945	164	1,109	-560
May	530	125	655	1,466	178	1,644	1,446	126	1,572	72
June	715	151	866	2,893	228	3,121	2,226	150	2,376	745
July	975	164	1,139	2,948	314	3,262	2,700	242	2,942	320
August	5,967	351	6,318	8,910	546	9,456	6,688	373	7,061	2,395
September	7,629	632	8,261	9,514	707	10,221	8,679	928	9,607	614
October	6,917	254	7,171	10,303	673	10,976	10,790	693	11,483	-507

Source : Ministry of the Prime Minister and Cabinet- Immigration Division; Ministry of Customs and Revenue and Samoa Bureau of Statistics.

1: Provisional figures

... Denote not yet available

Table 2: Total Arrivals by Age, Purpose of Entry and Sex, October 2022 ¹

Age	Purpose of Entry														
	Total			Visitors			Returning Residents			Transit			Temporary Residents		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	10,976	6,133	4,843	6,608	3,300	3,308	3,805	2,482	1,323	280	174	106	283	177	106
0 - 4	353	182	171	290	145	145	54	33	21	6	3	3	3	1	2
5 - 9	356	192	164	286	156	130	59	30	29	6	2	4	5	4	1
10 - 14	376	187	189	310	154	156	57	32	25	4	1	3	5	0	5
15 - 19	412	190	222	287	128	159	108	52	56	11	7	4	6	3	3
20 - 24	742	435	307	347	155	192	355	259	96	22	12	10	18	9	9
25 - 29	1,076	642	434	473	195	278	561	421	140	28	21	7	14	5	9
30 - 34	1,022	632	390	520	263	257	438	326	112	38	21	17	26	22	4
35 - 39	927	574	353	502	258	244	367	275	92	33	26	7	25	15	10
40 - 44	937	519	418	502	245	257	380	243	137	29	16	13	26	15	11
45 - 49	931	512	419	545	271	274	309	190	119	33	20	13	44	31	13
50 - 54	1,038	552	486	683	331	352	304	184	120	21	14	7	30	23	7
55 - 59	891	481	410	581	302	279	263	145	118	23	16	7	24	18	6
60 - 64	735	399	336	468	248	220	224	123	101	12	7	5	31	21	10
65 - 69	543	281	262	382	198	184	143	75	68	8	4	4	10	4	6
70 - 74	340	200	140	245	145	100	87	52	35	2	1	1	6	2	4
75 +	297	155	142	187	106	81	96	42	54	4	3	1	10	4	6
% DISTRIBUTION ²	100	55.9	44.1	60.2	30.1	30.1	34.7	22.6	12.1	2.6	1.6	1.0	2.6	1.6	1.0

Source: Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue, and Samoa Bureau of Statistics.

1: Provisional figures

2: Figures are subject to rounding errors

Table 3: Total Visitors Arrivals by Country of Usual Residence and Mode of Travel, October 2022 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	5,874	82	5,956	83.1
American Samoa	610	25	635	8.9
Fiji	261	8	269	3.8
Cook Island	0	0	0	0
Other Pacific Is	153	10	163	2.3
New Zealand	3,300	30	3,330	46.4
Australia	1,550	9	1,559	21.7
EUROPE	139	15	154	2.1
United Kingdom	44	4	48	0.7
Scandinavia	12	2	14	0.2
Benelux	2	1	3	0.0
Germany	26	0	26	0.4
Other Europe	55	8	63	0.9
AMERICA	599	31	630	8.8
U.S.A	584	28	612	8.5
Canada	15	3	18	0.3
ASIA	280	126	406	5.7
Japan	16	0	16	0.2
China	108	30	138	1.9
Korea	14	0	14	0.2
Other Asia	142	96	238	3.3
OTHERS	25	0	25	0.3
TOTAL	6,917	254	7,171	100%
PERCENTAGE DISTRIBUTION	96.5	3.5	100%	

Source: Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue and Samoa Bureau of Statistics.

1: Provisional figures.

2: Figures are subject to rounding errors

Note: (i) Visitors refer to all person visiting Samoa other than returning residents and also expatriates who are employed and living in Samoa (**include transit**).

(ii) Visitors also include Samoan citizens whose country of usual residence are country abroad.

(iii) **Scandinavia**- refers to countries of Norway, Sweden, Finland and Denmark.

(iv) **Benelux:** - refers to countries of Belgium, Netherlands and Luxembourg.

(v) Exclude Cruise Liner Passengers.

Table 4: Total Visitors by Usual Residence and Purpose of Visit, October 2022 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	5,956	83.1	1,925	469	2,539	11	178	834
American Samoa	635	8.9	86	64	215	3	76	191
Fiji	269	3.8	47	82	46	0	33	61
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	163	2.3	30	31	21	3	27	51
New Zealand	3,330	46.4	1,329	176	1,494	3	30	298
Australia	1,559	21.7	433	116	763	2	12	233
EUROPE	154	2.1	108	17	12	0	4	13
United Kingdom	48	0.7	31	6	3	0	0	8
Scandinavia	14	0.2	12	1	0	0	0	1
Benelux	3	0.0	2	0	0	0	1	0
Germany	26	0.4	19	4	1	0	2	0
Other Europe	63	0.9	44	6	8	0	1	4
AMERICA	630	8.8	138	60	288	0	23	121
U.S.A.	612	8.5	125	59	287	0	23	118
Canada	18	0.3	13	1	1	0	0	3
ASIA	406	5.7	169	42	18	1	68	108
Japan	16	0.2	2	10	2	0	1	1
China	138	1.9	47	12	4	1	16	58
Korea	14	0.2	10	1	3	0	0	0
Other Asia	238	3.3	110	19	9	0	51	49
OTHER COUNTRIES	25	0.3	9	3	3	0	7	3
TOTAL	7,171	100.0	2,349	591	2,860	12	280	1,079
Percentage Distribution ²	100.0		32.8	8.2	39.9	0.2	3.9	15.0

Source: Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue and Samoa Bureau of Statistics.

Note : Overall visitors include transit.

: Sports was re-introduced again in the Purpose of Visit Category as of August 2008.

1: Provisional figures

2: Figures are subject to rounding errors

Table 5: Total Arrivals by Carrier and Purpose of Entry, October 2022 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	10,976	100%	3,803	34.6	7,173	65.4
AIR	10,303	93.9	3,386	30.8	6,917	63.0
Quantas ³	900	8.2	284	2.6	616	5.6
Samoa Airways ⁴	1,213	11.1	498	4.5	715	6.5
Talofa Airways	639	5.8	268	2.4	371	3.4
Air New Zealand	4,123	37.6	1,463	13.3	2,660	24.2
Fiji Airways ⁵	3,416	31.1	869	7.9	2,547	23.2
Other Air Carrier	12	0.1	4	0.0	8	0.1
SEA	673	6.1	417	3.8	256	2.3
Lady Naomi	421	3.8	386	3.5	35	0.3
Yacht	32	0.3	0	0	32	0.3
Other Sea Carrier	220	2.0	31	0.3	189	1.7

Source: Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue; and Samoa Bureau of Statistics.

Note: Total visitors include transit.

- 1: Provisional figures
- 2: Figures are subject to rounding errors
- 3: Virgin Samoa is now called Virgin Australia
- 4: Polynesian Airlines is now called Samoa Airways
- 5: Air Pacific is now called Fiji Airways

Table 6: Visitors by Duration of Stay and Place of Stay, October 2022 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	6,891	2,321	4,188	382
1day	105	103	2	0
2days	50	31	19	0
3days	74	41	29	4
4days	149	94	53	2
5days	311	204	101	6
6days	281	206	71	4
7days	1,153	332	661	160
8-14days	1,953	758	1,182	13
15-30days	2,032	510	1,413	109
31-60days	103	0	99	4
61-90days	67	0	63	4
91-180days	59	0	57	2
181-365days	53	0	42	11
> Year	115	0	65	50
Not Stated	386	42	331	13
Percentage Distribution ²	100	33.7	60.8	5.5

Source: Ministry of the Prime Minister and Cabinet; Immigration Division,
Ministry of Customs and Revenue and Samoa Bureau of Statistics.

Note: Visitors here, exclude transit.

1: Provisional figures

2: Figures are subject to rounding errors